

cc
UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D. C.

FILED
AUG 14 1950

Foreign Agents
Registration Section
DEPARTMENT OF JUSTICE

SUPPLEMENTAL REGISTRATION STATEMENT

Pursuant to Section 2 of the Foreign Agents
Registration Act of 1938, as Amended

REGISTRATION No. 579

For Six Months Period Ending July 7th 1950
(Insert date)

1. (a) Name of Registrant. **The British Travel Association**

(b) All other names used by Registrant during the period.

None

(c) Address of principal office.

**Queen's House,
64/65 St James's Street, London, England.**

(d) Name of person or persons in charge of principal office.

J.C. Bridges, M.B.E. Director-General

3. If Registrant is a nonbusiness membership organization, state—

(a) Approximate number of members in the United States **see annual report**
(b) Approximate number of members outside the United States **already submitted.**

4. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

Name and address
of official

Date connection began

Position, office, or nature
of duties

None

(b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

Name and address
of official

Date connection ended

Reason for ending
connection

None

5. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

Name and address of branch, unit,
group, or organization

Nature of connection with
Registrant

Name and address of person
in charge

None

- (b) All branches and local units of Registrant and all other component or affiliated groups or organizations which ceased to operate during the period.

Name of branch, unit, group, or organization

Reason operations ceased

None

6. All persons who at any time during the period were foreign principals of Registrant.

Name and principal
address

Is person still a foreign principal
of Registrant?

If not, give date connection
ended

**British Travel Association
Queen's House,
61/63 St James's Street,
London,
ENGLAND**

Yes

7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 6.

Promotion of travel to Britain.

8. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

None

9. Furnish the following information as to all employees and other individuals, except those named under item 4, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6:

(a) All such employees and other individuals for whom Exhibits A have previously been filed.

<i>Name and address of employee or other individual</i>	<i>Nature of any changes during period in activities for Registrant or its foreign principals</i>	<i>Has connection with Registrant ended?</i>
Sir Harold Boulton	None	No
James T Turbayne	None	no
Kenneth W.F. Clark	None	no
Miss F.L. Plimmer	Resigned on marriage	Yes

(b) All such employees and other individuals for whom Exhibits A have not been previously filed.

<i>Name and address of employee or other individual</i>	<i>Nature of services or assistance rendered</i>	<i>Has connection with Registrant ended?</i>
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None

10. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:

(a) All amounts received during the period directly or indirectly from each foreign principal named under item 6, itemized as follows:

<i>Date funds received</i>	<i>Name of foreign principal from whom funds received²</i>	<i>Purposes for which received³</i>	<i>Amount received⁴</i>
Jan 1950	British Travel Association	Operating expenses	\$ 32,550.00
April 1950	"	"	50,000.00
May 1950	"	"	75,000.00
June 1950	"	"	50,000.00

(including advertising and contribution to joint campaign of European Travel Commission)

(b) All amounts received during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 6, itemized as follows:¹

<i>Date funds received</i>	<i>Name of person from whom received²</i>	<i>Purposes for which received³</i>	<i>Amount received⁴</i>
Jan-July 1950	various	Sale of publications	\$460.67

(c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 6, itemized as follows:⁵

<i>Date payment was made</i>	<i>Name of person to whom payment was made²</i>	<i>Purposes for which payment was made³</i>	<i>Amount of payment⁴</i>
Jan-July 1950	Various	Expenses of running New York Office. Advertising & contribution of \$50,000 to joint campaign of the ETC)	\$200,789.21

¹ Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

² Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

³ Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

⁴ Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

⁵ Include all transfers of funds to any foreign principal.

11. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

*Name of person by
whom delivered*

*Number of speeches, lectures,
and talks delivered*

*Number of radio broadcasts
delivered*

Sir Harold Boulton

20

5

similar to attached

- (b) Publications prepared or distributed by Registrant, or by others for Registrant, or in the preparation or distribution of which Registrant rendered any services or assistance, during the period. (Indicate each type of publication by an "X".)

(1) Press releases X	(8) Circulars	(15) Lantern slides
(2) News bulletins	(9) Form letters X	(16) Still pictures
(3) Newspapers	(10) Reprints	(17) Posters X
(4) Articles	(11) Copies of speeches, lec- tures, talks, or radio broadcasts X	(18) Photographs
(5) Books X		(19) Charts
(6) Magazines	(12) Radio programs	(20) Maps X
(7) Pamphlets X	(13) Radio scripts	(21) Other publications
	(14) Moving pictures	

- (c) Preparation and distribution of publications referred to in answer to (b) above.

*Description of
publication*

*By whom written, edited,
or prepared*

*By whom printed, produced,
or published*

*By whom
distributed*

as previous report

- (d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rule 400 thereunder.

- (1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain why copies or summaries of any such communications and publications were not filed.

see WEF:LFB;et 149-3789 of July 29th 1949

- (2) Were all such communications and publications labeled in accordance with Section 4 and Rule 400? If not, explain why any such communications and publications were not so labeled.

as above

- (3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rule 400? If not, explain why any such reports were omitted.

as above

12. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

*Name of government, party, or official
or agency thereof*

*Nature of changes during period in Registrant's
connections therewith*

None

- (b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

*Name of organization or
combination*

*Nature of changes during period in
Registrant's ownership or other
pecuniary interest*

*Nature of changes during period in any
direction or control exercised
by Registrant*

None

13. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

*Name of organization, group,
or individual*

*Nature of changes during period in ownership,
supervision, direction, or control*

British Travel & Holidays Association

During the period under review the British Travel Association (Tourist Division of the British Tourist & Holidays Board) was amalgamated with the British Tourist and Holidays Board to form the British Travel & Holidays Association.

The annual report for 1949/1950 is not yet available and will be forwarded with the next report.

(b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from—

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

*Name of person from whom subsidy or
financial assistance received*

*Nature and amount of subsidy or
financial assistance*

as previous report.

14. File the following exhibits with this statement:

Exhibit A.—File an Exhibit A, on the printed form provided therefor, for each of the following persons for whom an Exhibit A has not previously been filed:

(a) All partners, officers, directors, and similar officials of Registrant.

(b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6.

Exhibit B.—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 6.

Exhibit C.—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 6 for whom an Exhibit C has not previously been filed.

Exhibit D.—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization.

Exhibit E.—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 11 (c), and copies of all changes during the period in similar contracts previously filed.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in Exhibit A insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

J. T. Turbayne
 (Signature)
 J. T. TURBAYNE

K. W. Clark
 (Signature)

K. W. CLARK

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States, the statement shall be signed and sworn to by the duly authorized representative of the Registrant.)

(Signature)

(Signature)

Subscribed and sworn to before me at

New York City

this

11th

day of

August

19*60*

LAWRENCE F. DUNN
 Notary Public, State of New York
 Qualified in Kings County
 No. 104, 000

Certificates in Kings County
 Queens Co., New York Co., Kings Co. &
 Kings Co., New York Co., Queens Co. &
 Westchester Co., Keppeler Offices
 Term Expires March 30, 1961

My commission expires

, 19

(Signature of notary or other officer)

A TALK

by

REGISTRATION No. 529

SIR HAROLD BOULTON

Chief Representative in North America

for the

British Travel Association

before

Travel Agents and Transportation Officials

at the

STATLER HOTEL, BUFFALO, NEW YORK

Friday, June 23, 1950

If you've followed the news about Britain in the papers during the last three months, you will have noted that the grim word austerity has finally been put to rest. It has been pushed out of the headlines by a series of announcements such as: "Britain Ends Gas Rationing." "Five-shilling Ceiling Lifted off Meals." "End of Point Rationing."

You have no idea what this news means to a Britisher who has anxiously watched my country's progress during the post-war years. For the British it means that the life is definitely on the upswing. For the American tourist - who actually was never overburdened with rationing while in Britain - it means that the country has achieved 99 per cent recovery.

Americans have always been warmly received in my country, but now that Britain has turned the corner toward full recovery the country has more goods, more facilities and a much gayer spirit with which to perform the pleasant duty of host.

The purpose of my visit to Buffalo is to assure you that you will receive a genuine welcome in my country. During my stay here I hope to have an opportunity to talk with each of you leaders of the travel and transportation industry and discuss your problems with you individually. The British Travel Association as you know has established offices in America to cooperate with you in every way possible.

- more -

I'd like to tell you first about what my country is doing for the middle-income tourist, the person who cannot afford too many frills or too many weeks away from his office. Air travel, which I will come to later, and devaluation of the pound sterling by 30 per cent has brought a visit to Britain well within the budget of the middle-income tourist.

Today, Britain without a doubt is the world's best travel buy. Accommodations at good hotels can be had from \$2. to \$3. per day and up. Rates at luxury hotels also compare favorably with rates at de luxe U.S. hotels. And so it goes, right down to the cost of keepsakes and other goods that travelers like to buy. The London shops are stocked with the cream of Britain's luxury items - tweeds, woolens, china, silver and leatherware which would be out of reach of the average tourist should he try to purchase them in any large U.S. city.

All purchases which amount to \$14 or more, delivered either direct to the visitors' home in the States or to the outgoing ship or plane, are free of purchase tax. A supplementary plan enables visitors from the U.S. to buy \$504. worth of goods free of purchase tax for their immediate use in Britain. It works this way: For every \$42. exchanged at a bank in Britain visitors will be given, free of charge, five purchase tax exemption coupons, up to a maximum of 180 coupons per person. Each coupon covers the purchase tax normally payable on \$2.80 worth of merchandise. And coupled with this saving of tax in Britain is the saving of duty on re-entering the U.S. As you know, each American traveler can bring back to this country \$500. worth of goods duty free.

In the face of these shopping advantages perhaps it would be more accurate to speak of "revaluation" rather than "devaluation", for this is one of the rare instances where quality has not suffered by bargain prices. Neither has traditional courtesy gone out with budget prices. The visitor will find the values of square dealing and good neighborliness, which he cherished in his own home town, as much as ever in evidence in Britain.

The red carpet is rolled out all the way from Buffalo to London for all tourist groups. But by presenting Britain as a place well within means of the middle-income tourist, the agent will be tapping a rich new source of dividends. Britain, enjoying the first taste of recovery, yet holding the price line on tourist requirements, has tremendous appeal to this largest of all tourist groups.

In the 18th Century tourists in both America and Britain were the very rich. In the 19th Century they were the well-to-do groups. In this century they are going to be mainly the people, and quite apart from the economic aspect of mass travel, this great influx can do more to promote understanding and good will in the world and break down prejudices and hatreds than any other single factor.

Some figures which have just arrived from London prove that this pioneering approach has succeeded. In 1950 Britain will be visited by 175,000 Americans -- the greatest number in history. In 1947 the figure was 75,000. This is a gain of 100,000 visitors in four seasons. Our income from tourism will have increased from 37 million dollars in 1947 to about 75 million dollars this year, a gain of 102 per cent in four years. And I would emphasize that these are not loan or grant dollars but earned dollars.

Travel represents Britain's greatest export to the United States, her greatest single source of dollar income today. It is one of the things which has produced the cheerful headlines which I spoke of earlier. Dollars spent by U.S. travelers aid continued American prosperity because they return to your country for the purchase of goods that we buy as your best customer.

Next to devaluation, trans-Atlantic flight has made the dream of a vacation in Britain a reality for more and more Americans. When a man gets only two or three weeks a year, those eight days saved in flight make a tremendous difference.

Thomas Cook once published an advertisement showing a man sitting in a basket slung from a fishlike contraption floating through the stars. The caption read: "Someday the Atlantic may be crossed by Flying Machines. When they arrive, we'll have them."

That was fifty years ago. Last March over 50 per cent of Americans who visited Britain came by plane. Some of these arrivals were from the Continent, but by far the greatest number of these travelers made the Atlantic crossing by air. People took advantage of the cheaper rates outside the summer months. Trans-Atlantic air fares are due to rise seven per cent September 30th, but despite this increase, the air carrier's rates have done much to make Britain the mecca of the middle-income traveler.

Friends just returned from Britain have brought back the glad tidings of British recovery. Lifting of the five-shilling, three-course limit on meals is one thing which has given an added zest to life. The standard of meals has vastly improved - the ending of the five-shilling limit gave the British chef the incentive he needed. And the ending of point rationing which released certain food items has given him more to work with.

Indication that the food situation is almost back to normal, as far as the traveler is concerned was shown by an item I read the other day in the paper. It said that the owner of a famous New York nightclub and restaurant was in London sampling British recipes with the idea of appropriating some of our delicacies for New York's "21 Club".

Removing the price ceiling on food has not proved a burden on the traveler's pocket. The actual cost of a meal has decreased slightly in some of the better restaurants. Reports indicate that house charges which many de luxe restaurants attached to the bill during price control are being reduced or eliminated.

Gas rationing followed the happy example set by restaurant meals and food points. Although the traveler has been able to get ample gasoline, the end of rationing cut through the last vestige of red tape. Now all he has to do is drive up to a pump and say "Fill her up". No forms to fill out.

While on this subject of motoring, I'd like to point out that devaluation has lowered the rental price of a small car from about \$50. to as little as \$35. a week.

I don't have to tell you that since the war the mid-summer demand for trans-Atlantic transportation and hotel accommodations in London has sometimes exceeded the supply. However, I am glad to report that a survey recently made by my office in New York reveals that passenger space is available now on most liners sailing from New York to Great Britain July 13 and thereafter. This is good news for many who thought they would have to defer their plans to visit Britain in 1950 because of the previously reported congested situation in trans-Atlantic shipping space. The explanation for this sudden availability of accommodation lies in the fact that many people had made application for passage on more than one ship.

The picture changes rapidly, of course, but when my office made this survey a few days ago, it was indicated that first class, eastbound, was available from July 13 onward. Cabin class accommodation, as of the date of our inquiry, could be

booked for eastbound sailings August 2 and thereafter. Applications for tourist class eastbound were being accepted for most sailings from August 4 onward.

It is also encouraging to note that the GEORGIC and the STRATHEDEN have been diverted to North Atlantic service and are being operated under the Cunard White Star flag this summer. The French Line also expects to have its 51,000-ton LIBERTE in service September 12, with Southampton as a port of call. For those whose destination is Scotland, the EMPRESS OF SCOTLAND has been sailing to Greenock from Quebec since the beginning of May. The EUROPA and SILVER STAR will sail to British ports from July through the fall. For air travelers, introduction of strato-cruisers has greatly increased the passenger traffic that can be handled by the airlines.

On the accommodation side, the Government has released 15 additional hotels for conversion to normal use. This helps, but by no means solves the problem in London. Agents are advised to make reservations well in advance and to try booking their clients in the country hotels near the big centers. Often overlooked by travel agents and the travel public alike are the many delightful country and resort hotels within easy reach of big cities like London and Edinburgh. Many of these hotels have recently been refurbished.

The best suggestion that I can make, however, is to advise your client to visit Britain in the late summer, fall or spring. It is easier to obtain trans-Atlantic transportation and they have a wider choice of accommodations in Britain. Many post-war American visitors have discovered that in many ways the British Isles are at their best in the fall and spring. This uncrowded time of the year offers a splendid opportunity to make country-wide tours and to get deep into the heart of rural England, Scotland, Wales and Northern Ireland and get to know the British people as they really are.

In my talks with agents all over the country I have learned that the promotion of off-season travel is reaping rich returns. Here are the figures: The increase for March 1950 over last year was 66 per cent. The increase for the same month this year was 104 per cent over the same period in 1937. Thirty per cent more Americans visited Britain in September last year than during the same period of 1948. For the month of October the increase over the previous year was 46 per cent. This shows that Britain's travel season lasts for 12 months of the year, and that spring, fall and winter are vitally important in the sales promotion picture.

I have attempted to sketch the story of our "Come to Britain" campaign. It is a story of which we are very proud ... proud and appreciative, for without the constant cooperation of the American transportation industry, American travel agents, the American Press and, last but not least, the U.S. travel public, this success story could not have been written. I want to say that our U.S. headquarters at 336 Madison Avenue are at your service, ready to give you all support possible. If your need is information, literature, publicity material or any other item we can provide, we will be only too glad to hear from you.

As an Englishman married to an American and fortunate enough to have lived in the United States for the past 35 years on and off, I would like to say that encouraging Americans to travel to Britain means more to me than the dollars involved, important as they are. There is a human side to the picture which far transcends in importance the economic side. The human side is the meeting of an American doctor and a London physician, the meeting of a druggist from this side of the ocean and a Scottish chemist, the meeting of an American professor and an Oxford don. It nearly always takes a war to get our two people to meet and to know one another. During World War II there was a period when two million Americans were in Great Britain, and these young Americans for the first time met and stayed with their opposite numbers in my country. And apart perhaps for our insistence on driving on the wrong side of the road, calling elevators lifts, drug stores chemist shops and our abnormal love of tea, they found that we had a very great deal in common in our general view of life.

My one regret is that at the moment it is only a one-way traffic and I am looking forward eagerly to the day when currency restrictions can be ended and many thousands of my countrymen can visit you.